Multimedia
Project Overview

Planning slides for discussion purposes

Wikimedia Foundation
mediawiki.org/wiki/Multimedia

08/21/2013
Goals

Here are product goals under consideration for fiscal year 2013-14:

• improve the **viewing experience**

• enable **seamless contributions**

• develop **curation / feedback tools**

• help editors **add files on articles**

• support **campaign organizers**
Activities by user group

- **View**: ~500M visitors
- **Contribute**: ~20k uploaders
- **Curate**: ~1k patrollersadmins
- **Use**: ~80k active editors
- **Engage**: ~30 campaign organizers
Multimedia Map - Workflows by user group

Contributors
~ 20k / month

Curators
~ 1k / month

Editors
~ 80k / month

Readers
~ 500M / month

Commons
~ 17M files

Wikipedia
~ 800k files

Uploaded
100%
~ 385k files/mo.

Overwritten
11%
~ 42k files/mo.

Categorized
?
~ 31k files/mo.

Deleted
8%

Edited
?

Tagged
?

Used
~ 40%?

Source: Wikimedia Foundation - CC-BY-SA
Key issues

Here are some of the major pain points in our media ecosystem:

⚠️ • **viewing experience** doesn't match expectations

⚠️ • **contributions / upload tools** need improvements

⚠️ • **file curation** is scattered and doesn't scale well

⚠️ • **finding** and **adding files on articles** is still hard

⚠️ • **campaign organizers** need better tools
2013 Features

Here are key features we are considering for this calendar year:

• **Media Viewer** (see images in large size, on the same page)

• **File Notifications** (release Echo on Commons)

• **Upload Wizard** (fix bugs, incremental refactoring, GLAM batch upload tool)

Under consideration for next year:

• **File Curation/Feedback**
• **Search + Meta-data/Tags**
• **Campaign Tools**
More 2013 tasks

Here are other tasks we are working on this year:

- Architecture audit
- Community discussions
- Design new features
- Research data
- Video codec licenses
Feature ideas
Feature ideas

We are discussing these feature ideas with community and team members:

- **Media viewer**
- **File notifications**
- **File feedback**
- **Media finder**
- **Campaign tools**
Media Viewer

**Purpose:**
- Provide a richer multimedia experience to match user expectations
- Display images in larger size, on the same page as the thumbnail

**Users:**
- All users, including 500M 'readers/viewers'

**Features:**
- Show images in larger, media viewer panel when you click on them
- Include a description and credit below the image, link to file page
- Option to go to next image if it is part of a category or collection
**Goal:** As a user, I want to view images in large size, to see them better and learn more.

**CURRENT**

- **Visitor**
- **Article**
  - Sparrow
  - Spar.jpg

**Wikipedia**
- File Info
  - Issues:
    - cluttered
    - no context
    - duplicate
    - no edits
    - external links

**Commons**
- File Info (original)
  - Issues:
    - confusing
    - cluttered
    - duplicate
    - external site

**Questions:**
- What's all this stuff?
- Where am I?
**Multimedia Map - Media viewer (proposed)**

**Solution:** View large images on same page, with richer experience.

**PROPOSED**

- **Visitor**
- **Article**
- **Media viewer**
- **Full size**
- **File info (original)**

**Features:**
- large image
- on same page
- simple icons
- no clutter
- clarity

- image focus
- immersive
- go back
- landing welcome
- media viewer option
- go back

**I like the big picture!**
**I get it now!**
File Notifications

Purpose:
• Inform file creators when something happens to their files
• Make contributors aware of what's happening on Commons

Users:
• All Commons contributors or curators

Features:
• File Upload Complete (for large files)
• File Marked as Reviewed
• File Tagged for Maintenance
• File Marked for Deletion
• File Rated/Featured
• File Page was Edited
• File was Used in Article (requires cross-wiki)
• File was Overwritten
• File was Deleted
• Congrats on your 1st upload
File Feedback

Purpose:
- Surface useful files, rated by quality

Users:
- Commons or Wikipedia users

Features:
- A quick rating tool to tag files that seem useful
- Can be thumbs-up/down -- or compare 2 images
- Sorting / filtering tools for ranking lists or galleries by rating

See also:
- File feedback notes
- Prototype notes
File Feedback Demo

Which is better?

"Cynodon dactylon 7 Narben IMG 6596 Wohlers.jpg" is better
(View description page)

"Universal joint.gif" is better
(View description page)

I don't know (skip)

See demos:
• Which is better?
• Highest rated files
Media Finder

**Purpose:**
- Make it easier to add multimedia on Wikipedia articles
- Help find quality media files and place them quickly

**Users:**
- Any Wikipedia or Commons user

**Features:**
- Expand the Visual Editor's 'Insert Media' tool
- Support extended search by category, tag, rating or review status
- Easier to sort or filter relevant images in Visual Editor
Campaign Tools

Purpose:
• Invite more users to join campaigns (e.g. Wiki Loves Monuments)
• Make it easy for campaign organizers to set up campaigns
• Make it easy for users to participate in campaigns -- and stay engaged

Users:
• Any user with a camera/phone -- and campaign organizers

Features:
• Tools for organizers to set up and customize campaigns
• To-do lists with clear assignments for contributors to follow
• Leaderboards and recent contributions to keep participants motivated
Research
Learn more:

[mediawiki.org/wiki/Multimedia](mediawiki.org/wiki/Multimedia)